

REMARKS

In the July 29, 2003 Office Action, the Abstract was objected to, and Claims 1-6, 8, 9, 12-33, 39-40 were rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. (U.S. Patent 6,157,814) (hereinafter "Hymel et al. ('814)") in view of Miyashita (U.S. Patent 6,433,670B1). Furthermore, Claims 7 and 20 were rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. ('814) patent in view of Miyashita and further in view of Amma (U.S. Patent 6,400,256). In addition, Claim 10 was rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. ('814) in view of Miyashita and further in view of Abdul-Halim (U.S. Patent 5,604,492). Moreover, Claim 11 was rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. ('814) in view of Miyashita and further in view of Gaulke et al. (U.S. Patent 5,737,707). Lastly, Claims 34-38 were rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. ('814) in view of Miyashita and further in view of Hymel et al. (U.S. Patent 6,031,467) (hereinafter "Hymel et al. ('467)"). By this Response, the Abstract and Claims 1-2, 8, 13, 14, 16-20, 22, 23, 28-32, 34 and 38 have been amended. Claim 3 has been canceled. Claim 41 has been added. Therefore, Claims 1-2 and 4-41 are at issue. Reconsideration of these Claims is respectfully requested in view of the amendments and remarks herein.

A. OBJECTION TO THE ABSTRACT

The Examiner objected to the Abstract as being greater than 150 words in length. Applicants have amended the Abstract to comply with proper language and format for an Abstract of the disclosure. Thus, Applicants respectfully request withdrawal of the objection to the Abstract.

B. CLAIM REJECTIONS UNDER 35 U.S.C. 103(a)

1. Rejection of Claims 1-6, 8, 9, 12-33 and 39-40 over Hymel et al. in view of Miyashita

Claims 1-6, 8, 9, 12-33, and 39-40 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. ('814) in view of Miyashita. Applicants respectfully traverse these rejections.

Claim 1, as amended, specifies a controller connected to the receiver and to the LCD driver for sending to the LCD driver a signal comprising the full business information indicia in memory and a signal comprising an identification of the source of the full business information or the communication notifier in response to receiving the communication notifier signal.

Claim 16, as amended, specifies a controller connected to the receiver and to the driver' for sending to the driver a signal comprising the full business information indicia in memory and a signal comprising an identification of the source of the full business information indicia or the communication notifier in response to receiving the communication notifier signal.

Claim 18, as amended, specifies a storage location preprogrammed with full business information indicia, wherein the controller receives the communication notifier signal received by the receiver wherein the controller sends to the driver a signal comprising the full business information indicia programmed in the memory and a signal comprising an identification of the source of the full business information indicia or the communication notifier in response to receiving the communication notifier signal.

Claim 19, as amended, provides communication notifying service to the user, wherein the user receives the communication notifier from the source, the full business information indicia stored in the memory of the wireless device will appear on the display of the wireless device, and the source of the full business information indicia or communication notifier will appear on the display of the wireless device in response to receiving the communication notifier signal.

On the contrary, Miyashita teaches a controller which drives an LCD driver to display a

received message and provide an indication of the number of received messages on the LCD.

Miyashita fails to disclose, teach or suggest a controller sending to the LCD driver a signal comprising full business information (i.e. – complete advertising) indicia in memory and a signal comprising an identification of the source of the full business information or communication notifier in response to receiving the communication notifier signal. Miyashita only teaches tracking and displaying, by time and date, the number of received messages for a specified period of time (col. 4, lines 8-48); as well as indicating that a page has been received, but not the source of the page (col. 3, lines 18-22).

Hymel et al. ('814) discloses displaying message indicators, but not necessarily the messages themselves, when a message or page is received. The form of the message *indicator* disclosed is an advertisement *icon*. Icons are stored in memory and a matching technique is disclosed to match icons with received messages. Thus, the advertisement icon appears on the display to indicate that a message has been received and stored in the memory of the wireless device. The icon that appears will be dependent on the matching technique that is disclosed to match icons with particular messages. An extra user step is then needed to actually review the message or page after an icon appears on the screen to indicate that a message has been received. (See col. 2, line 61 to col. 3, line 61). The AD Manager is used to manage the matching referred to above.

Hymel et al. ('814) fails to disclose, teach or suggest the message processor (or controller) causing the display of *full business information indicia* and the identification of the *source of the communication* notifier or the full business information *in response to receiving the communication notifier*. In Hymel et al. ('814), only *icons* are stored in the memory, which the AD manager assigns to a matched incoming message. The full business information indicia is not stored in the memory. On the contrary, Applicants claim displaying the full business

information indicia on the display, not just an icon. In addition, Miyashita only teaches tracking and displaying, by time and date, the number of received messages for a specified period of time (col. 4, lines 8-48); as well as indicating that a page has been received, but not the source of the page (col. 3, lines 18-22). Neither Miyashita or Hymel et al. ('814) alone or in combination teach or disclose automatically displaying ***full business information indicia*** and the identification of the ***source of the communication*** notifier or the full business information ***in response to receiving the communication notifier***. Miyashita or Hymel et al. ('814) only disclose retrieving the actual messages at a later time, separate from a notifier being received. Applicants' claims are not rendered obvious in view of icons displayed on the screen (Hymel et al. ('814)) in view of an indicator being displayed on the screen indicating the number of messages received in a given period of time (Miyashita).

"[T]he mere fact that the prior art could be so modified [to meet the limitations of the claimed invention] would not have made the modification obvious unless the prior art suggested the desirability of the modification. *In re Laskowski et al.*, 10 U.S.P.Q. 2d 1387, 1398, (Fed. Cir. 1989), citing *In re Gordon*, 221 U.S.P.Q. 1125, 1127 (Fed. Cir. 1984). Thus, any modification suggesting Applicants' claimed invention can only be a result of hindsight analysis. Such an analysis is insufficient to present a prima facie case of obviousness. Therefore, Applicants submit that the § 103(a) rejections of Claims 1, 16, 18, and 19 have been obviated in view of the above arguments. Based on the foregoing, Applicants respectfully request allowance of these Claims.

Claims 2, 4-6, 8, 9, 12-15, 17, 21-33 and 39-41 depend directly on Claims 1, 16, 18 and 19 respectively, and include all the limitations of their respective independent claims. Based on the same reasons given for allowance of Claims 1, 16, 18 and 19, Applicants respectfully request withdrawal of the rejections of 2, 4-6, 8, 9, 12-15, 17, 21-33 and 39-41, and allowance of these

claims.

2. **Rejection of Claims 7 and 20 over Hymel et al. ('814) in view of Miyashita and further in view of Amma**

Claim 7 is dependent on Claim 1 and contains all the limitations of Claim 1. Claim 20 is dependent on Claim 19 and contains all the limitations of Claim 19. Based on the same reasons given for the allowance of Claims 1 and 19 over Hymel et al. ('814), Applicants respectfully request allowance of Claims 7 and 20.

3. **Rejection of Claim 10 over Hymel et al. ('814) in view of Abdul-Halim**

Claim 10 is dependent on Claim 1 and contains all the limitations of Claim 1. Based on the same reasons given for the allowance of Claim 1 over Hymel et al. ('814), Applicants respectfully request allowance of Claim 10.

4. **Rejection of Claim 11 over Hymel et al. ('814) in view of Gaulke et al.**

Claim 11 is dependent on Claim 1 and contains all the limitations of Claim 1. Based on the same reasons given for the allowance of Claim 1 over Hymel et al. ('814), Applicants respectfully request allowance of Claim 11.

5. **Rejection of Claim 34-38 over Hymel et al. ('814) in view of Miyashita and further in view of Hymel et al. ('467)**

Claims 34-38 are dependent on Claim 19 and contain all the limitations of Claim 19. Based on the same reasons given for the allowance of Claim 19 over Hymel et al. ('814), Applicants respectfully request allowance of Claims 34-38.

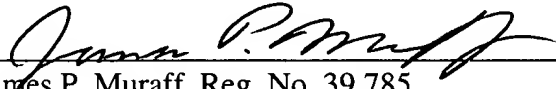
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CONCLUSION

In view of the above amendments and remarks, Applicants respectfully request allowance of the pending claims. The undersigned attorney requests the Examiner to contact him if he has any questions, comments, or suggestions.

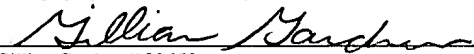
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